i.TV Announces Netflix DVD Rental Service Integration

i.TV makes the first in a series of major technology integration announcements.

PALO ALTO, CA—November 11, 2008—i.TV (www.i.tv) today announced the integration of Netflix, the world's largest online DVD and media rental service, into its popular TV and movie guide for the iPhone and iPod touch.

"We are very pleased to offer i.TV users a new way to discover and rent their favorite DVDs from Netflix using an iPhone or iPod touch," said Brad Pelo, i.TV founder and chief executive officer. "Many i.TV users are already Netflix customers and those who are not yet with Netflix will want to sign up after they see how easy it is use Netflix on our iPhone application. This integration is the first of several major third party integrations that will be announced through the end of this year and into 2009."

Netflix on i.TV allows people to discover media from a catalogue of over 100,000 DVD titles--complete with detailed show information, ratings, cast credits and recommendations. Through i.TV, users can sign up for a Netflix account or link an existing Netflix account using an iPhone or iPod touch. After account setup, i.TV users can have DVDs delivered to their homes, and order content available for instant viewing on a PC or television from Netflix. Users can also add shows to their Netflix queue through i.TV, including new releases and titles that are scheduled for future release. Changes made to a Netflix user's queue through i.TV are also automatically reflected on the user's account at Netflix.com.

i.TV Features

i.TV gives media consumers up-to-date, local TV and movie listings based on customizable profile settings. Listings include rich information about programing, celebrity photos, biographies, show synopses, ratings, and reviews.

Community features allow users to write reviews, rate their favorite shows and recommend shows to friends via an email alert. In addition to this, i.TV delivers media content directly to the end user in the form of movie trailers, television previews, and now DVD and movie rentals from Netflix.

Pricing & Availability

i.TV is a free download for the iPhone and iPod touch, available exclusively in the US and Canada from the iPhone App Store. For more information about i.TV, please visit www.i.tv.

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About i.TV
i.TV (pronounced eye-dot-TV) develops innovative media guidance services that help people discover, share, and consume media. i.TV was founded in April 2008 and has offices in Palo Alto, CA and near Park City, UT.

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